

The Buckeye Room Privacy Policy

Thank you for visiting The Buckeye Room website (“Website”). The Website is operated by The Ohio State University (“University”) and is a voluntary online community that allows the University to engage and obtain feedback from its alumni through surveys. The Website provides the University with a forum to answer questions, gather thoughts, and generate ideas while providing alumni with a convenient way to engage in more dialogue with the University. This dialogue will provide valuable information to University decision-makers while allowing users to communicate across a broad range of topics.

Your privacy is very important to the University. The University is committed to protecting the information that you provide on the Website and using it only in ways consistent with your wishes. This Privacy Policy describes how the University collects, uses, and discloses your personal information.

Collection and Use of Information

Registration of an account on the Website and survey participation is voluntary. By selecting the “I ACCEPT” button during the process of registration on the Website, you agree with the terms of the current Privacy Policy as provided on the Website and consent to the use of the information that you provide on the Website in accordance with the Privacy Policy.

Personally identifiable information (“PII”), such as your name, address, email address, and telephone number, are collected by the University when you register on the Website. This information is maintained in a secure system and will only be used by the University and its affiliates as directed by the University. The University will not rent, sell, or share information that personally identifies you to marketing companies, other charitable organizations, or anyone else, except as required by law and as provided herein with respect to Vision Critical Communications Inc. The University protects PII with security safeguards appropriate to the sensitivity of the information, including against such risks as loss or theft, unauthorized access, disclosure, copying, use, modification, or destruction. Changes to your information on the Website may only occur after you have logged in with a registered user name and password.

Your survey responses (including any comments) will be aggregated with all other survey responses (collectively, “Responses”) and used by the University, its affiliates or Affinity Partners to evaluate the subject matter of the survey as it pertains to University graduates. Your PII will not be provided with the Responses, which will generally be communicated using averages, generalizations, trends, and summaries of the Responses in their entirety.

Your PII and Responses may be shared with or stored and/or processed by the University’s third party vendor, Vision Critical Communications Inc. (“Vision Critical”), which is contractually bound to keep such information confidential and to protect it with appropriate security safeguards.

University Communication

The University may send you emails in relation to the Website to provide announcements, administrative messages, and other information. At any time, you may terminate your participation on the Website and receipt of such e-mails by clicking on the unsubscribe link provided on the Website.

Website Technology

The University may use cookies, digital fingerprinting, and other technology in operating the Website and administering surveys.

A “cookie” is a small text file that a website can place on your computer’s hard drive to collect information about your activities on the site or to make it easier to use certain site functions. The cookie transmits this information back to the website’s computer. If you want to know when this happens or prevent it from happening, you can set your browser to warn you when a website attempts to place a “cookie” on your computer. When using the Website, a cookie is used to make it easier for you to complete surveys and to ensure that the University does not get multiple responses from one respondent. Cookies are also used to analyze how visitors to the Website in the aggregate use the Website in order to make the Website as useful as possible. You may modify your browser settings to reject cookies; however, doing so may negatively impact your ability to experience all of the features and content of the Website.

“Digital fingerprinting” technology collects data about a computer when it is connected to the internet and combines these data points using a proprietary algorithm to produce a unique identifier for that computer that can be referenced when the computer’s user takes a web-based survey. This unique identifier is used to detect duplicate respondents and eliminate fraudulent surveys, and may be used to flag or block future responses. It does not reveal the personal identity of a respondent. The University and Vision Critical will use all commercially reasonable efforts to ensure that the digital fingerprinting technologies used on the Website are secure and do not cause undue privacy or data security risks. The University and Vision Critical may use Google Analytics to assist with the digital fingerprinting technologies used on the Website, but unless required by law, digital fingerprinting information will never otherwise be shared with anyone other than the University and its affiliates and Vision Critical without your prior consent.

“Do Not Track” is a preference that you can set in your browser to let the websites you visit know that you do not want them collecting certain information about you. The Website does not support the Do Not Track browser setting, but this is under consideration and development.

Public Records

Subject to certain statutory exceptions, most documents and records maintained by the University including, but not limited to, electronic data are public records under Ohio law. Therefore, information submitted through the Website may be subject to disclosure in response to a proper

public records request.

Modification

This Privacy Policy is subject to change. You will be notified of such changes by a posting on the Website, and such changes will become effective upon the provision of such notice. If you do not agree to this Privacy Policy or the modified Privacy Policy, you should discontinue your use of the Website.

Contact

For questions about your privacy on the Website, please contact The Ohio State University Office of Development, 1480 West Lane Avenue, Columbus, OH 43221; (614) 292-4241; support@buckeyeroom.osu.edu.

Effective July 5, 2017